

B. AMENDMENTS TO THE CLAIMS

1 1. (Currently amended). A computer assisted method of establishing a brand
2 presence in a remote facility, comprising:

3 accessing, by remote facility personnel, a central network computer housed
4 in a central facility having a playlist that controls the playback of audio and video
5 broadcasting within the remote facility, the playlist comprising entertainment and
6 advertisement content; [and]

7 entering on the playlist, by remote facility personnel, identifiers of
8 advertisement content [advertisements] related to the remote facility; and

9 the central computer network accessing the playlist entered by the remote
10 facility personnel and pushing to the remote facility the playlist.

1 2. (Currently amended). The method of claim 1, further comprising selecting,
2 by remote facility personnel, a supplemental advertisement campaign.

1 3. (Previously amended). The method of claim 2, wherein the supplemental
2 advertisement campaign is selected from the group consisting of a print campaign, an
3 email campaign, and combinations thereof.

1 4. (Previously amended). The method of claim 1, further comprising
2 reserving, by an organization affiliated with the remote facility, certain time slots for
3 advertisements relating to the organization.

1 5. (Currently amended). The method of claim 1, wherein entering the playlist
2 includes entering on the playlist, by remote facility personnel, identifiers of advertisements
3 to be played in a portion of the remote facility.

1 6. (Previously presented). The method of claim 1, further comprising pushing
2 to the remote facility, via a medium selected from the group consisting of the Internet,
3 satellite links, and combinations thereof, the playlist.

1 7. (Currently amended). The method of claim 1, further wherein the step of
2 accessing, by remote facility personnel, the central network computer further comprises
3 accessing, via the Internet, the central network computer.

1 8. (Currently amended) A computer assisted method of establishing a brand
2 presence in a remote facility, comprising:

3 accessing, by facility personnel and via the Internet, a computer housed in a
4 central facility having a playlist that controls the playback of audio and video broadcasting
5 within the remote facility, the playlist comprising entertainment and advertisement content;
6 [and]

7 entering on the playlist, by remote facility personnel, identifiers of
8 advertisement content [advertisements] related to the facility; and

9 the central computer network accessing the playlist entered by the remote
10 facility personnel and pushing via the Internet to the remote facility the playlist .

1 9. (Currently amended) The method of claim 8, further comprising selecting,
2 by remote facility personnel, a supplemental advertisement campaign.

1 10. (Currently amended). The method of claim 8, further comprising
2 reserving, by an organization affiliated with the remote facility, certain time slots for
3 advertisements relating to the organization.

1 11. (Currently amended). The method of claim 8, wherein entering the playlist
2 includes entering on the playlist, by remote facility personnel, identifiers of advertisements
3 to be played in a portion of the remote facility.

1 12. (Currently amended). The method of claim 8, further comprising pushing
2 to the remote facility, via a medium selected from the group consisting of the Internet,
3 satellite links, and combinations thereof, the playlist, which playlist includes
4 advertisements related to the remote facility.

1 13. (Currently amended). The method of claim 8, further wherein accessing,
2 by remote facility personnel via the Internet, the computer further comprises accessing, by
3 remote facility personnel via the Internet, a central network computer.

1 14. (Currently amended). A computer assisted method of establishing a brand
2 presence in a remote facility, comprising:

3 accessing, by remote facility personnel, a computer housed in the central
4 facility having a playlist that controls the playback of audio and video broadcasting within
5 the remote facility, the playlist comprising entertainment and advertisements;

6 creating at least one advertisement containing standard and customized
7 content;

8 entering on the playlist, by facility personnel, identifiers of at least one
9 advertisement [advertisements related to the facility], the advertisements containing
10 standard and customized content; and

11 pushing to the remote facility the playlist, which playlist includes at least
12 one advertisement [advertisements] related to the remote facility.

1 15. (Currently amended). The method of claim 14, further comprising
2 selecting, by remote facility personnel, a supplemental advertisement campaign.

1 16. (Currently amended). The method of claim 14, further comprising
2 reserving, by an organization affiliated with the remote facility, certain time slots for
3 advertisements relating to the organization.

1 17. (Currently amended). The method of claim 14, wherein entering the
2 playlist includes entering on the playlist, by remote facility personnel, identifiers of
3 advertisements to be played in a portion of the remote facility.

1 18. (Currently amended). The method of claim 14, further wherein pushing to
2 the remote facility comprises pushing to the remote facility via a medium selected from the
3 group consisting of the Internet, satellite links, and combinations thereof.

1 19. (Currently amended). The method of claim 14, further wherein accessing,
2 by remote facility personnel via the Internet, the computer further comprises accessing, by
3 remote facility personnel via the Internet, a central network computer.